

ORDER

Orders	Order / Rev:	706619		 WKYC Joe Knauer T-WAS NAT											
Alt Order #:	06278700														
Product Desc:	OBAMA FOR AMERICA														
Estimate:	1536														
Flight Dates:	09/18/12 - 09/24/12		Primary AE:												
Original Date / Rev:	09/20/12 / 09/20/12		Sales Office:												
Order Type:	Political		Sales Region:												
Agency	Name:	Greer Margolis Mitchell/ Pol													
	Buying Contact:			Billing Type:	Cash										
	Billing Contact:			Billing Calendar:	Broadcast										
		3050 K St NW		Billing Cycle:	WEEKLY										
		Washington, DC 20007		Agency Commission:	15%										
Advertiser	Name:	Obama/D/President													
	Demographic:	A35+		New Business Thru:											
	Product Codes:	PL-Presidential,Political,PL-Federal		Order Separation:	00:15:00										
	Priority:	P-5		Advertiser External ID:											
	Revenue Codes:	AGY, GEN, POL		Agency External ID:											
Bill Plan				Totals											
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating						
09/17/12	09/23/12	153	\$160,050.00	\$136,042.50	September 2012	179	\$184,200.00	\$156,570.00	0.00						
09/24/12	09/30/12	26	\$24,150.00	\$20,527.50	Totals	179	\$184,200.00	\$156,570.00	0.00						
Account Executives															
Account Executive		Sales Office	Sales Region	Start Date / End Date			Order %								
Joe Knauer				Start Of Order - End Of Order			100%								
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/18/12	09/21/12	Days of Our Lives	CM	1p-2p	- TWTF--	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00
		Days of Our Lives													
		Start Date	End Date	Weekdays		Spots/Week	Rate								
		Week: 09/17/12	09/23/12	-TWTF--		4	\$375.00								
2	WKYC	09/18/12	09/21/12	M-F 11a-1230p	CM	11a-1230p	- TWTF--	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
		11a-1230p													
		Start Date	End Date	Weekdays		Spots/Week	Rate								
		Week: 09/17/12	09/23/12	-TWTF--		4	\$150.00								
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
2	NKYC	09/21/12-09/21/12	M-F 10-11a		10a-11a		-----F-----	:30		\$150.00	0.00	NM			
3	NKYC	09/20/12-09/20/12	M-F 10-11a		10a-11a		---Th-----	:30		\$150.00	0.00	NM			
3	WKYC	09/18/12	09/21/12	Tonight Show	CM	1135p-1237a	- TWTF--	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		Tonight Show													
		Start Date	End Date	Weekdays		Spots/Week	Rate								
		Week: 09/17/12	09/23/12	-TWTF--		4	\$800.00								
4	WKYC	09/18/12	09/21/12	M-F 10-11a	CM	10a-11a	- TWTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		M-F 10-11a													
		Start Date	End Date	Weekdays		Spots/Week	Rate								
		Week: 09/17/12	09/23/12	-TWTF--		4	\$200.00								
Spot	Ch	Date Range	Description		Start/End Time		Weekdays	Length		Rate	Rtg	Type			
1	NKYC	09/21/12-09/21/12	M-F 11a-1230p		11a-1230p		-----F-----	:30		\$200.00	0.00	NM			
4	NKYC	09/20/12-09/20/12	M-F 11a-1230p		11a-1230p		---Th-----	:30		\$200.00	0.00	NM			
5	WKYC	09/18/12	09/21/12	Late Night	CM	1237a-136a	- TWTF--	:30	4	\$375.00	P-3	0.00	NM	4	\$1,500.00

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Alt Order #: 06278700
Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President
Product Desc: OBAMA FOR AMERICA
Estimate: 1536

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Late Night w/Jimmy Fallon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF -		4				\$375.00		0.00			
6	WKYC	09/18/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	- TWTF -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF --		4				\$200.00		0.00			
7	WKYC	09/18/12	09/21/12	Last Call Last Call w/Carson Daly	CM	135a-205a	- TWTF -	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF --		4				\$200.00		0.00			
8	WKYC	09/18/12	09/21/12	M-F 2-3p Rachel Ray	CM	2-3p	- TWTF -	:30	4	\$300.00	P-3	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF --		4				\$300.00		0.00			
9	WKYC	09/18/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p	- TWTF -	:30	6	\$350.00	P-3	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF --		6				\$350.00		0.00			
10	WKYC	09/18/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	- TWTF -	:30	6	\$450.00	P-3	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF --		6				\$450.00		0.00			
11	WKYC	09/18/12	09/21/12	M-F 430a-5a 430a News	CM	430a-5a	- TWTF -	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF --		4				\$100.00		0.00			
12	WKYC	09/18/12	09/21/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	- TWTF -	:30	8	\$350.00	P-3	0.00	NM	8	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF --		8				\$350.00		0.00			
<u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u>															
1	NKYC	09/17/12-09/23/12	M-F 5-6a [rerating please place to hold avail]			5a-6a									
2	NKYC	09/17/12-09/23/12	M-F 5-6a [rerating please place to hold avail]			5a-6a									
3	NKYC	09/17/12-09/23/12	M-F 5-6a [rerating please place to hold avail]			5a-6a									
4	NKYC	09/17/12-09/23/12	M-F 5-6a [rerating please place to hold avail]			5a-6a									
5	NKYC	09/17/12-09/23/12	M-F 5-6a [rerating please place to hold avail]			5a-6a									
6	NKYC	09/17/12-09/23/12	M-F 5-6a [rerating please place to hold avail]			5a-6a									
7	NKYC	09/17/12-09/23/12	M-F 5-6a [rerating please place to hold avail]			5a-6a									
8	NKYC	09/17/12-09/23/12	M-F 5-6a See MG 12.9 [NA/Oversold]			5a-6a									
9	NKYC	09/23/12-09/23/12	Su 12-1230p			12-1230p /Su									
(H) MG for 12.8 09/20															
13	WKYC	09/18/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	- TWTF -	:30	5	\$700.00	P-3	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF --		5				\$700.00		0.00			
14	WKYC	09/18/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	- TWTF -	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	- TWTF --		6				\$1,800.00		0.00			

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Order / Rev: 706619
Alt Order #: 06278700
Flight Dates: 09/18/12 - 09/24/12

Advertiser: Obama/D/President
Product Desc: OBAMA FOR AMERICA WKYC
Estimate: 1536

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
41	WKYC	09/20/12	09/20/12	Thu Prime C	CM	10-11p	---T---	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
				Thu Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1	\$5,000.00			0.00					
42	WKYC	09/20/12	09/20/12	Thu Prime A	CM	8-9p	---T---	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
				Thu Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1	\$2,500.00			0.00					
43	WKYC	09/18/12	09/18/12	Tue Prime C	CM	10-11p	-T-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
				Tue Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----		1	\$3,500.00			0.00					
44	WKYC	09/18/12	09/18/12	Tue Prime A	CM	8-9p	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
				Tue Prime A											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-----		1	\$4,000.00			0.00					
45	WKYC	09/19/12	09/19/12	Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	-W---	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
				Wed Prime B											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W---		1	\$5,000.00			0.00					
46	WKYC	09/24/12	09/24/12	Days of Our Lives	CM	1p-2p	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$375.00			0.00					
47	WKYC	09/24/12	09/24/12	M-F 11a-1230p	CM	11a-1230p	M-----	:30	1	\$150.00	P-5	0.00	NM	1	\$150.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$150.00			0.00					
48	WKYC	09/24/12	09/24/12	Tonight Show	CM	1135p-1237a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$800.00			0.00					
49	WKYC	09/24/12	09/24/12	M-F 11a-1230p	CM	11a-1230p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$200.00			0.00					
50	WKYC	09/24/12	09/24/12	Late Night	CM	1237a-136a	M-----	:30	1	\$375.00	P-3	0.00	NM	1	\$375.00
				Late Night w/Jimmy Fallon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$375.00			0.00					
51	WKYC	09/24/12	09/24/12	M-F 11a-1230p	CM	11a-1230p	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$200.00			0.00					
52	WKYC	09/24/12	09/24/12	Last Call	CM	135a-205a	M-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
				Last Call w/Carson Daly		(1:35 AM-2:05 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$200.00			0.00					
53	WKYC	09/24/12	09/24/12	M-F 2-3p	CM	2-3p	M-----	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
				Rachel Ray											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$300.00			0.00					
54	WKYC	09/24/12	09/24/12	M-F 430a-5a	CM	430a-5a	M-----	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00
				430a News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$100.00			0.00					
55	WKYC	09/24/12	09/24/12	M-F 5-6a	CM	5a-6a	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
				Channel 3 News @ 5AM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1	\$350.00			0.00					

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WKYC

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55	WKYC	09/24/12	09/24/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 2 \$350.00 0.00															
56	WKYC	09/24/12	09/24/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 1 \$700.00 0.00															
57	WKYC	09/24/12	09/24/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 1 \$1,800.00 0.00															
58	WKYC	09/24/12	09/24/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 2 \$800.00 0.00															
59	WKYC	09/24/12	09/24/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 1 \$2,800.00 0.00															
60	WKYC	09/24/12	09/24/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 1 \$1,800.00 0.00															
61	WKYC	09/24/12	09/24/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 4 \$800.00 0.00															
62	WKYC	09/24/12	09/24/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 1 \$1,200.00 0.00															
63	WKYC	09/24/12	09/24/12	M-F 9-10a Today II Today Show II (9:00 AM-10:00 AM)	CM	9a-10a	M-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 M----- 2 \$400.00 0.00															

Totals 179 \$184,200.00